

Digital Finance

Voice Commerce Solution

PRODUCT LAUNCH

PARTNERS: Ingenico Group (France), Copsonic (France), ValidSoft (United Kingdom)



Fast and frictionless payment authentication using a combination of voice and ultrasound technologies.

Ingenico's Voice Commerce solution is a new sales channel that allows end-users to interact and shop hands-free from their favorite brands, anytime.

Sandra is at home and just realized she ran out of her favorite 4U lipstick. Planning and deciding when to go to the store to repurchase can be tedious and time consuming. Sandra then sees an advertisement for purchasing 4U lipsticks through home speakers. She decides to try it out and starts to interact with 4U voice bot. She creates a basket with her voice and is ready to pay. An exchange of ultrasound data or her voice print is used to authenticate her and confirm the payment.

Voice Commerce Solution allows instantaneity: the consumer can order the right product at any time, and personalization: users are more willing to share their information if this allows them to have access to personalized services.



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Competitive Advantages

Payment providers can offer this kind of solution to merchants. However:

- On the user side: Ingenico's Voice Commerce solution is more user friendly than other solutions: no specific pin code to remember but a free speech solution. It is also more secured as it's based on authentication and not identification.
- On the merchant side: they will be able to define and manage the full customer journey including the payment part.

Target Markets

Voice Commerce Solution can be applied to several segments in the e-commerce space but for the home environment, some use cases are more relevant than others:

- Consumers making repeat purchases (e.g. Cosmetics, Flights)
- Consumers looking for activities nearby (e.g. Concerts, Sports)
- Consumers looking to buy (last-minute) gifts
- Consumers looking to buy Premium content hassle free (e.g. Podcasts)

In any case, we target low value amounts.

Status/ Traction

- Ingenico has a first solution ready for pilot and it is currently approaching the go-to-market phase.
- Ingenico is working with voice bot companies and other partners to target merchants who have already developed a voice bot and might be interested to add the payment feature.
- Ingenico has been working with Copsonic on a voice commerce solution using ultrasound technology in a domestic environment.
- Ingenico is also working with Validsoft on a "Free Speech Voice Commerce Solution" suitable for various environments, such as the automobile or for other use cases such as in-game purchases within video games.

Road Map

- Early 2021, the objective will be to test the voice commerce solution with several merchants to learn and readapt some features before going to the industrialization phase. In parallel the robustness of the "Free Speech Voice Commerce" solution will be reinforced. In addition to that, the testing phase will be accelerated especially for use cases such as online gaming purchase of in car service.
- 2021 and 2022 will be the years of commercial development. The objective is to make the two Voice Commerce Solutions, real offers available to all customers and prospects.

Leveraged Technologies

Technology used for this activity: intent management, bots, tokenization, payment, ultrasound, end user recognition, sound processing

Contact



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